

# Tips for Effortless Live Event Check-Ins

## 1. Set the Tone Before Attendees Arrive

The check-in experience actually begins long before they arrive at the venue with your pre-event communication. When you send clear, concise emails in advance, you help attendees feel confident and prepared. Consider using QR codes or digital wallet passes so guests aren't digging through email threads at the door.



## 2. Offer Self-Service Options Where It Counts

If attendees feel like they're waiting in line longer than they're spending enjoying your programming, you've got a problem. It's likely they may not return next time. That's why self-service event check-in kiosks are so valuable. They reduce the need for large front-of-house staffing and give guests the autonomy to check in at their own pace.



## 3. Segment Your Entry Points with Purpose

When everyone is funneled through a single check-in desk, confusion is inevitable. Instead, think about how you can segment your arrivals in a way that makes sense. You might have separate stations for VIPs, sponsors, speakers, and general admission. This ensures people get the attention and materials they need without holding up the line.



## 4. Use Badge Design to Your Advantage

Badge design plays a bigger role in your check-in flow than you might expect. Think strategically about what your attendees need to display and what your staff needs to know. You should also consider supporting networking with your badge design. With clear, clean badges, you can reduce questions and enforce access control.



## 5. Train Your Staff to Be Hosts, Not Gatekeepers

When things go wrong at check-in (and they always do), attendees look to your team for composure and clarity. That's why training matters. Walk your staff through the tools they'll be using, teach them how to troubleshoot basic issues, and empower them to make decisions. The more confident your team is, the more confident your guests will feel.



## 6. Leverage Real-Time Check-In Data to Stay Ahead

One of the biggest advantages of modern check-in systems is data. As guests check in, you can track attendance in real time, identify no-show patterns, and spot early trends, like sessions filling faster than expected. This insight lets you make agile decisions.



## 7. Make the Experience Feel Like Part of the Event

Check-in should feel like an extension of your event, not an administrative hurdle. When you add branded kiosks, welcome signage, or even background music, you shift the mood from transactional to experiential. The environment matters, so make sure your check-in space is welcoming, intuitive, and aligned with the energy of your event.

